AMENDMENTS TO THE CLAIMS:

This listing of Claims will replace all prior versions, and listings, of claims in the application where added material is shown in underlined type and deleted material is shown in strikeout type or within double brackets:

1. (Currently Amended) A data modification device, comprising:

a data modification unit coupled to an incoming data terminal, a local data terminal, and a data distribution terminal, wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal in accordance with an instruction set,

a data stripper for extracting [[a]] meta data ~~parameter~~ parameters from a data signal wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the processor operates, ~~or~~ and a unique processor component identification parameter;

an evaluator for comparing the extracted ~~parameter~~ meta data parameters to one or more predetermined local meta data parameter values tailored to a local market; and

an inserter for inserting one or more of the predetermined local meta data parameter values into the data signal based on the evaluator comparison.

2. (Previously Presented) The device of claim 1, wherein the data modification unit comprises:

a processor configured to execute the instruction set.

3. (Original) The device of claim 2, wherein the data stripper is coupled to the incoming data terminal, the processor is coupled to the local data terminal, and the data insertion unit is coupled to the data distribution terminal.

4. (Original) The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal from a broadcasting source.

5. (Original) The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a TCP-IP standard.

6. (Original) The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to an ATVEF standard.

7. (Original) The device of claim 1, wherein the incoming data terminal is adapted to receive a data signal that conforms to a DOCSIS standard.

8. (Original) The device of claim 4, wherein the broadcasting source is an NTSC format.

9. (Original) The device of claim 4, wherein the broadcasting source is an MPEG2 format.

10. (Original) The device of claim 4, wherein the broadcasting source is an HDTV format.

11. (Original) The device of claim 4, wherein the broadcasting source is an DVD format.

12. (Original) The device of claim 4, wherein the broadcasting source is an DBS format.

13. (Original) The device of claim 4, wherein the data signal comprises a video data component and a meta data component.

14. (Original) The device of claim 1, wherein the local data terminal is adapted to receive a data signal from a storage device.

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15. (Original) The device of claim 14, wherein the storage device is a recordable disk.

16. (Original) The device of claim 14, wherein the storage device is a RAM.

17. (Original) The device of claim 14, wherein the storage device is a computer database.

18. (Original) The device of claim 1, wherein the data distribution terminal is adapted to transmit a data signal to a distribution channel.

19. (Original) The device of claim 2, wherein the data stripper is adapted to separate an incoming signal into a video data component and a meta data component.

20. (Original) The device of claim 2, wherein the processor is a reprogrammable device.

21. (Original) The device of claim 2, wherein the processor is an ASIC.

22. (Original) The device of claim 1, further comprising a receiver adapted to display the combined data from the incoming data terminal and the local data terminal.

23. (Original) The device of claim 22, wherein the receiver is an NTSC enabled television.

24. (Original) The device of claim 22, wherein the receiver is an HDTV enabled television.

25. (Original) The device of claim 22, wherein the receiver is an MPEG2 enabled television.

26. (Original) The device of claim 22, wherein the receiver is an DVD enabled television.

27. (Original) The device of claim 22, wherein the receiver is an DBS enabled television.

28. (Currently Amended) A data modification system for selective insertion of local meta data into an incoming data stream., the incoming data stream having a video data component and a meta data component, the data modification system comprising:

a data modification unit coupled to an incoming data terminal and a local data terminal,

wherein the data modification unit is adapted to selectively combine data from the incoming data terminal and the local data terminal,

a data stripper for extracting [[a]] meta data ~~parameter~~ parameters from the incoming data stream wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the processor operates, ~~or~~ and a unique processor component identification parameter,

an evaluator for comparing the extracted ~~parameter~~ meta data parameters to one or more predetermined local meta data parameter values tailored to a local market; and

an inserter for inserting one or more of the predetermined local meta data parameter values into the incoming data stream based on the evaluator comparison.

29. (Previously Presented) The data modification system of claim 28, wherein the data modification unit comprises:

a data distribution terminal; and

a processor coupled to the local data terminal.

30. (Original) The data modification system of claim 29, wherein the processor is adapted to execute an instruction set.

31. (Currently Amended) A method of selectively modifying a data signal comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting [[a]] meta data ~~parameter~~ parameters from the data signal wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the data signal is received, ~~or~~ and a unique processor component identification parameter;

determining whether to modify the second data component by comparing the extracted ~~parameter~~ parameters to one or more predetermined local meta data parameter values tailored to a local market;

retrieving a third data component from a database, wherein the third data component includes local meta data from a local meta data center represented by the local meta data parameter values tailored to a local market;

merging the third data component with the first data component based on the comparison; and

outputting the third data component and the first data component to a distribution terminal.

32. (Original) The method of claim 31, wherein the first data component comprises a video component and the second data component comprises a meta data component.

33. (Original) The method of claim 31, wherein determining whether to modify the second data component is a logic function programmed into a processor.

34. (Original) The method of claim 33, wherein the processor is a reprogrammable circuit.

35. (Original) The method of claim 33, wherein the processor is an ASIC.

36. (Original) The method of claim 31, wherein the third data component replaces the second data component.

37. (Original) The method of claim 31, where the third data component is a local meta data component.

38. (Currently Amended) A method of selectively modifying a data signal comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component wherein the second data component further comprises [[a]] meta data ~~parameter~~ parameters and wherein the ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the data signal is received, ~~or~~ and a unique processor component identification parameter;

determining whether to modify the second data component by comparing the second data component ~~parameter~~ parameters to one or more predetermined local meta data parameter values tailored to a local market;

if modification of the second data component is not required, then forwarding the second data component;

merging the <u>forwarded</u> second data component with the first data component; and

outputting the <u>forwarded</u> second data component and the first data component to a distribution terminal;

if modification of the second data component is required, then retrieving a third data component from a database<u>, wherein the third data component includes local meta data from a local meta data center represented by the local meta data parameter values tailored to a local market</u>;

forwarding the third data component;

merging the third data component with the first data component based on the comparison; and

outputting the third data component and the first data component to a distribution terminal.

39. (Original) The method of claim 38, wherein the first data component comprises a video data component, the second data component comprises a meta data component, and the third data component comprises a local meta data component.

40. (Original) The method of claim 38, wherein the third data component replaces the second data component.

41. (Currently Amended) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

a data stripper for extracting [[a]] meta data ~~parameter~~ <u>parameters</u> from the data stream wherein the extracted ~~parameter is~~ <u>parameters include</u> a priority level parameter, a geographical region parameter <u>where a processor operates,</u> ~~or~~ <u>and</u> a unique processor component identification parameter;

a data storage device for storing local meta data;

[[a]] the processor coupled to the data storage device and the data stripper, the processor for comparing the extracted ~~parameter~~ meta data parameters to one or more predetermined local meta data parameter values tailored to a local market; and

a data insertion unit coupled to the processor, the data insertion unit for inserting one or more of the predetermined local meta data parameter values into the video broadcast signal based on the comparison.

42. (Currently Amended) A data modification system for selective insertion of local meta data into a data stream, the data stream having a video data component and a meta data component, the data modification system comprising:

means for extracting [[a]] meta data ~~parameter~~ parameters from the data stream wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where means for comparing operate, ~~or~~ and a unique processor component identification parameter;

means for storing the local meta data;

the means for comparing the extracted ~~parameter~~ parameters to one or more predetermined local meta data parameter values tailored to a local market; and

means for inserting one or more of the predetermined local meta data parameter values into the data stream signal based on the ~~evaluator~~ comparison of the extracted parameters to the one or more predetermined local meta data parameter values tailored to a local market.

43. (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method of selectively modifying a data signal, the method comprising:

receiving a data signal, the data signal comprising a first data component and a second data component;

separating the first data component from the second data component;

extracting [[a]] meta data ~~parameter~~ parameters from second data component wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter <u>where the data signal is received</u>, [[or]] <u>and</u> a unique processor component identification parameter;

determining whether to modify the second data component by comparing the extracted ~~parameter~~ parameters to one or more predetermined <u>local</u> meta data parameter values <u>tailored to a local market</u>;

if modification of the second data component is not required, then forwarding the second data component;

merging the <u>forwarded</u> second data component with the first data component; and

outputting the <u>forwarded</u> second data component and the first data component to a distribution terminal;

if modification of the second data component is required, then retrieving a third data component from a database<u>, wherein the third data component includes local meta data from a local meta data center represented by the local meta data parameter values tailored to the local market</u>;

forwarding the third data component;

merging the third data component with the first data component based on the comparison; and

outputting the third data component and the first data component to a distribution terminal.

44. (Currently Amended) A method of controlling a display of enhanced television content for viewers from a distribution point comprising:

receiving a broadcast signal comprising a video component and a generic meta data component, the generic meta data component comprising triggers;

extracting [[a]] meta data ~~parameter~~ parameters from the generic meta data component wherein the extracted ~~parameter is~~ parameters include a priority level

parameter, a geographical region parameter <u>where the broadcast signal is received</u>, [[or]] <u>and</u> a unique processor component identification parameter;

evaluating the generic meta data component to determine whether to make an insertion of local meta data into the broadcast signal by comparing the extracted ~~parameter~~ <u>parameters</u> to one or more predetermined <u>local</u> meta data parameter values <u>tailored to a local market</u>;

inserting the local meta data into the broadcast signal in response to a determination in the evaluating step to make the insertion to obtain a modified broadcast signal; and

broadcasting the modified broadcast signal to the viewers <u>in the local market</u>.

45. (Previously Presented) The method of claim 44 wherein the local meta data comprises triggers.

46. (Previously Presented) The method of claim 44 wherein:

the generic meta data further comprises content; and

the local meta data comprises triggers and content.

47. (Previously Presented) The method of claim 44 further comprising:

repeating the evaluating step; and

broadcasting the broadcast signal to the viewers in response to a determination in the repeated evaluating step to not make the insertion.

48. (Previously Presented) The method of claim 47 wherein the inserting step comprises:

substituting the local meta data for the generic meta data in the broadcast signal in response to a determination in the evaluating step to make the insertion, to obtain the modified broadcast signal.

49. (Previously Presented) The method of claim 44 further comprising:

stripping the generic meta data component from the broadcast signal prior to the evaluating step.

50. (Previously Presented) The method of claim 49 further comprising:

repeating the evaluating step;

inserting the generic meta data back into the broadcast signal in response to a determination in the repeated evaluating step to not make the insertion, to obtain a reconstructed broadcast signal; and

broadcasting the reconstructed broadcast signal to the viewers.

51. (Currently Amended) The method of claim 44 further comprising:

characterizing the distribution point by a local parameter that includes ~~one of the following:~~ a priority level parameter, a geographical region parameter, and an ID parameter, ~~or any combination of the foregoing~~;

wherein the generic meta data component further comprises content and a plurality of announcements, each of which includes a generic parameter selected from ~~one of the following:~~ the priority level parameter, the geographical region parameter, and the ID parameter~~, or any combination of the foregoing~~; and

wherein the evaluating step comprises comparing values of the generic parameters and the local parameter.

52. (Previously Presented) The method of claim 51 wherein the generic parameters and the local parameter are defined by options established by an Advanced Television Enhancement Forum specification.

53. (Currently Amended) A system for controlling a display of enhanced television content for viewers from a distribution point, the system comprising:

a broadcast signal receiver for receiving a broadcast signal comprising a video component and a generic meta data component, the generic meta data component comprising triggers;

a data stripper for extracting [[a]] meta data ~~parameter~~ parameters from the generic meta data component wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the broadcast signal is received, [[or]] and a unique processor component identification parameter;

a local meta data center for storing local meta data of particular relevancy to the viewers in a local market;

a first processor component coupled to the broadcast signal receiver for evaluating the generic meta data component to determine whether to make an insertion of the local meta data into the broadcast signal by comparing the extracted ~~parameter~~ parameters to one or more predetermined local meta data parameter values;

a second processor component coupled to the local meta data center for selecting the local meta data in response to a signal from the first processor component to make the insertion based on the comparison of the extracted parameters to the one or more predetermined local meta data parameter values;

an inserter coupled to the second processor component for receiving the local meta data, and further coupled to the broadcast signal receiver for inserting the local meta data into the broadcast signal to obtain a modified broadcast signal; and

a transmitter coupled to the inserter for broadcasting the modified broadcast signal to the viewers in the local market.

54. (Previously Presented) The system of claim 53 wherein the broadcast signal receiver comprises a stripper for removing the generic meta data component from the broadcast signal and furnishing the generic meta data component to the first processor component.

55. (Previously Presented) The system of claim 54 further comprising:

a third processor component coupled to the stripper for selecting the generic meta data component in response to a signal from the first processor component to not make the insertion;

wherein the inserter comprises a component for receiving the generic meta data from the third processor component and inserting the generic meta data back into the broadcast signal.

56. (Currently Amended) A system for controlling a display of enhanced television content for a first group of viewers comprising:

a first distribution point comprising:

a first broadcast signal receiver for receiving a broadcast signal comprising a video component and a first meta data component, the first meta data component comprising triggers;

a first local meta data center for storing first local meta data of particular relevancy to a second group of viewers that includes the first group of viewers;

a first data stripper for extracting [[a]] first meta data ~~parameter~~ parameters from the first meta data component wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the second group of viewers is located, [[or]] and a unique processor component identification parameter;

a first processor component coupled to the first broadcast signal receiver for comparing the first extracted ~~parameter~~ meta data parameters to one or more predetermined first local meta data parameter values to determine whether to make an insertion of the first local meta data into the broadcast signal;

a second processor component coupled to the first local meta data center for selecting the first local meta data in response to a signal from the first processor component to make the insertion of first local meta data;

a first inserter coupled to the second processor component for receiving the first local meta data, and further coupled to the first broadcast signal receiver for

inserting the first local meta data into the broadcast signal to obtain a first modified broadcast signal; and

a first transmitter coupled to the first inserter for broadcasting the first modified broadcast signal; and

a second distribution point comprising:

a second broadcast signal receiver for receiving the first modified broadcast signal from the first transmitter, the first modified broadcast signal comprising the video component and the first local meta data component;

a second local meta data center for storing second local meta data of particular relevancy to the first group of viewers;

a second data stripper for extracting [[a]] second meta data ~~parameter~~ parameters from the first meta data component wherein the extracted ~~parameter is~~ parameters include a priority level parameter, a geographical region parameter where the first group of viewers is located, [[or]] and a unique processor identification parameter;

a third processor component coupled to the second broadcast signal receiver for comparing the second extracted ~~parameter~~ parameters to one or more predetermined second local meta data parameter values to determine whether to make an insertion of the second local meta data into the broadcast signal;

a fourth processor component coupled to the second local meta data center for selecting the second local meta data in response to a signal from the third processor component to make the insertion of second local meta data;

a second inserter coupled to the second processor component for receiving the second local meta data, and further coupled to the second broadcast signal receiver for inserting the second local meta data into the first modified broadcast signal to obtain a second modified broadcast signal; and

a second transmitter coupled to the second inserter for broadcasting the second modified broadcast signal to the first group of viewers.